



Isle of Wight Visitor Monitor 2019

Results for Quarter 1 (1 January to 31 March)

Total visitor volume

 **321,009 visitors in Quarter 1**
 down 10% on same period last year

 **2.34m visitors over the last 12 months (April 2018-March 2019)**

 down 1% on previous year

Total visitor spend

 **£28.1m spent in Quarter 1**
 down 6% on same period last year

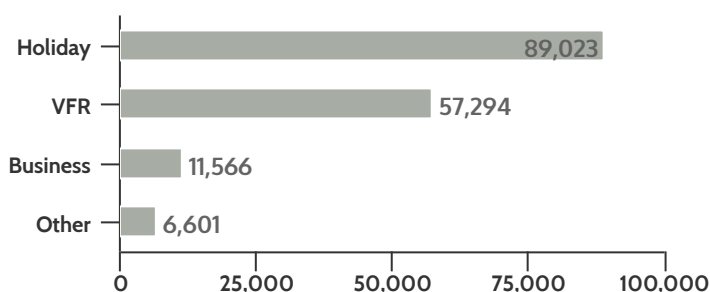
 **£301.2m spent over the last 12 months (April 2018-March 2019)**

 up 39% on previous year

The Isle of Wight attracted 321,009 visitors in Quarter 1 who spent a total of £28.1m. Visitor spend was down by 6% compared with the same period last year. However, it should be noted that in 2019 the school Easter holidays did not fall into Quarter 1, whereas in 2018 a portion of the Easter holiday period fell into Quarter 1.

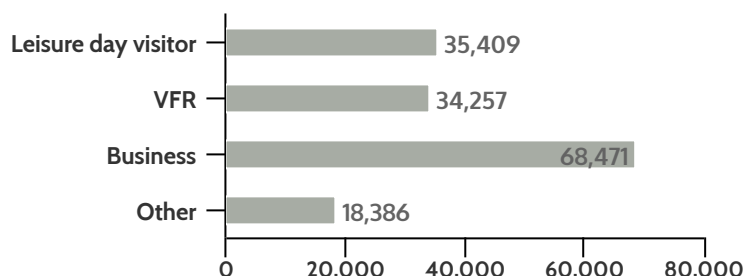
The percentage of first-time visitors to the Island in Quarter 1 has fallen slightly compared with Quarter 1 in 2018, with 13% of all visitors coming to the Island for the first time (16% in Q1 2018).

Number of overnight visitors (Quarter 1 2019)



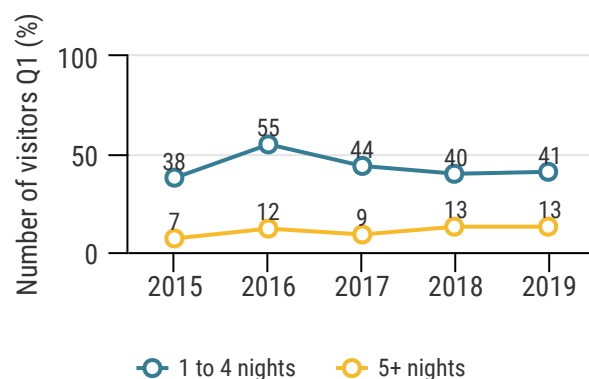
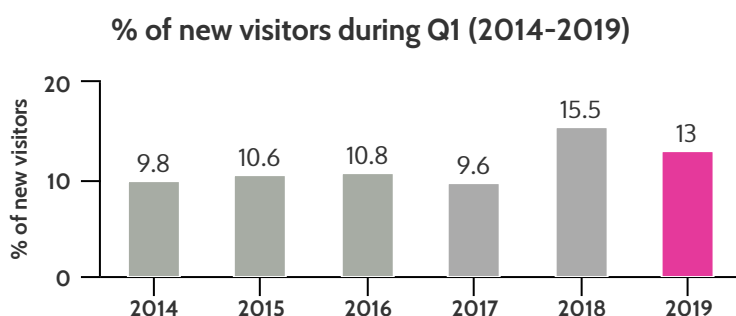
46% of overnight trips were leisure/holiday trips and 11% of day trips were for leisure purposes.

Number of day visitors (Quarter 1 2019)



When compared with Q1 in 2018, the proportions of holiday visitors staying for 1-4 nights or 5+ nights remained similar

13% were visiting for the first-time, compared with 16% in the same period last year



13% of overnight holiday visitors stayed 5 or more nights in Quarter 1